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**Subject:** El Rey

-----Original Message-----

From: Rebecca Mosher [<mailto:rmoshr@yahoo.com>]

Sent: Monday, January 16, 2017 8:21 AM

To: Secretary, Commissions (CPC)

Subject: El Rey

Dear Sir or Madame,

Please protect the historic theater, El Rey, by designating the property "landmark".

Very Truly,

Rebecca Mosher

349 Howth Street (21 years)

Sent from my iPad

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**Subject:** El Rey Theater on Ocean Avenue

-----Original Message-----

From: Christian Ard [<mailto:ard@sonic.net>]

Sent: Sunday, January 15, 2017 9:03 PM

To: Secretary, Commissions (CPC)

Subject: El Rey Theater on Ocean Avenue

Hello:

I am writing to express my support for the effort to designate the El Rey Theater on Ocean Avenue as a city landmark. I was able to visit the El Rey Theater in 2010 for the celebration of the 80th anniversary of its opening. I was surprised to see that so much of the original architecture was still intact. I believe that landmarking the theater and preserving it will provide a much needed entertainment venue to the burgeoning population along the Ocean Avenue corridor.

Thank you.

-Christian Ard  
349 Howth Street  
San Francisco CA 94112  
415-770-5968

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**Subject:**

FW: El Rey Theater; 12-7-2016 Agenda HPC, 2016-01105 DES

**From:** suzanne mcdonnell [<mailto:mcdonnell.suz@gmail.com>]**Sent:** Wednesday, December 07, 2016 12:00 PM**To:** Secretary, Commissions (CPC); [andrew@tefarch.com](mailto:andrew@tefarch.com); [aaron.hyland.hpc@gmail.com](mailto:aaron.hyland.hpc@gmail.com); [karl@haszinc.com](mailto:karl@haszinc.com); [ellen.hpc@ellenjohnckconsulting.com](mailto:ellen.hpc@ellenjohnckconsulting.com); [RSEJohns@yahoo.com](mailto:RSEJohns@yahoo.com); [dianematsuda@hotmail.com](mailto:dianematsuda@hotmail.com); [jonathan.pearlman.hpc@gmail.com](mailto:jonathan.pearlman.hpc@gmail.com)**Cc:** Ferguson, Shannon (CPC); Frye, Tim (CPC)**Subject:** El Rey Theater; 12-7-2016 Agenda HPC, 2016-01105 DES

**Dear Commissioners,**

**I write in support of the proposal for landmark designation of the El Rey Theater at 1970 Ocean Avenue, San Francisco.**

**I am a long-time resident of the Ingleside Terraces neighborhood adjacent to the site and an active member of the Ingleside Terraces Homes Association (ITHA). Our association supports preservation and revitalization efforts along the Ocean Avenue corridor. Your vote for the landmark designation is an important step in this preservation effort and, I hope, a step towards return of the El Rey site to community use.**

**Suzanne McDonnell  
35 Alviso Street**

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**Suzanne McDonnell  
(415) 641-0700**



6 December 2016

Tim Frye, Historic Preservation Officer  
San Francisco Planning Department  
1650 Mission Street, Suite 400  
San Francisco, CA 94103-2414

Via Electronic Mail

Re: Support for Landmark Designation  
El Rey Theater, 1970 Ocean Avenue, San Francisco, CA

Dear Mr. Frye:

The San Francisco Neighborhood Theater Foundation, a 501 (c)(3) not-for-profit organization, is pleased to submit this letter of support for the landmark designation of the El Rey Theater as a City of San Francisco landmark under Article 10 of the Planning Code.

Built in 1931, the El Rey is an architecturally significant movie theater designed in the Art Deco style by master architect Timothy Pflueger. Located at 1970 Ocean Avenue, the El Rey remains remarkably intact, conveys its original historic appearance, and serves as an important visual landmark in the Ingleside neighborhood.

We urge the Historic Preservation Commission to vote in support of the nomination.

Sincerely,

A handwritten signature in black ink, appearing to read "Katherine Petrin". The signature is fluid and cursive, with the first name being more prominent.

Katherine Petrin, Vice President  
San Francisco Neighborhood Theater Foundation

CC: Therese Poletti

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**Subject:**

FW: El Rey Theater

From: Donna Howe [<mailto:donna.howe@comcast.net>]

Sent: Sunday, December 04, 2016 11:05 PM

To: Secretary, Commissions (CPC)

Subject: El Rey Theater

To the commission:

I am a long time resident (60+ years) of the Ingleside Terrace neighborhood. Work prevents me from attending this Wednesday's meeting, but I would like to voice my support of the movement to preserve the El Rey Theater by granting it Landmark status.

Sincerely,

Donna Keuper Howe

85 Entrada Court

San Francisco, CA 94127

415.333.5550

[donna.howe@comcast.net](mailto:donna.howe@comcast.net)

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**Subject:**

FW: Preservation of the El Rey Theater

**From:** Linda McGilvray [<mailto:linda.mcgilvray@gmail.com>]**Sent:** Sunday, December 04, 2016 8:52 PM**To:** Secretary, Commissions (CPC)**Subject:** Preservation of the El Rey Theater

Please consider the preservation and approving the landmark status of the El Rey Theater. It is an iconic location and an art deco building that should be preserved. It would make a wonderful spot for a complex of theater, arts, restaurants and more. Local colleges & universities could use it for productions and concerts. To not save it would be a travesty, making the location ripe for more glass & steel boxes. The Ingleside Terraces neighborhood there is historic with the recent celebration of their centennial. In keeping with historic architecture, it seems fitting to preserve the theater. I hope you will consider these points.

Thank you very much.

Linda McGilvray  
Ingleside Terraces resident  
San Francisco

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**Subject:** FW: El Rey Theater Landmark Status  
**Attachments:** WTPCC El Rey.pdf

**From:** Roger Ritter WOTP President [<mailto:president@westoftwinpeaks.org>]  
**Sent:** Thursday, December 01, 2016 11:51 PM  
**To:** Secretary, Commissions (CPC)  
**Cc:** Lee, Mayor (MYR); Yee, Norman (BOS)  
**Subject:** El Rey Theater Landmark Status

December 1, 2016

Historic Preservation Commission  
City and County of San Francisco  
*Via e-mail*

Dear Commissioners:

The West of Twin Peaks Central Council, which represents 20 homeowners' and neighborhood associations in Western San Francisco, strongly supports landmark status for the historic El Rey Theater, which was built in 1931. The El Rey was designed by the preeminent San Francisco architect Timothy Pflueger (1892-1946), who also designed George Washington High School, the Castro Theater, and the Court of Pacifica at the 1939 Golden Gate International Exposition on Treasure Island. The El Rey is an iconic part of the neighborhoods along Ocean Avenue and is a true landmark, whose tower is visible for many miles away. While a physical landmark, it could not be designated with official landmark status since the time it was purchased by a religious institution in 1977. Now, preservation of the El Rey Theater as a theater and community resource is an opportunity that, if not secured, will be lost to the community forever.

We respectfully urge you to grant landmark status to this historic structure. A copy of our resolution is attached.

Yours truly,

/S/

Roger Ritter

cc: Hon. Edwin M. Lee, Mayor of the City and County of San Francisco  
Hon. Norman Yee, District 7 Supervisor



**West of Twin Peaks Central Council**

*A Resource for Neighborhood Organizations West of Twin Peaks in San Francisco since 1936*

PO Box 27112  
San Francisco, CA 94127

<http://www.westoftwinpeaks.org/>

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**Roger Ritter, President**

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**Subject:**

FW: El Rey Historic Designation

**From:** Kathryn Olson [<mailto:kathryn.r.olson@gmail.com>]**Sent:** Friday, December 02, 2016 12:30 PM**To:** Secretary, Commissions (CPC)**Subject:** El Rey Historic Designation

I wanted to send an e-mail to show my support for the landmark designation for the El Rey Theater in Ingleside. Many things have been improving and changing in this neighborhood for the past several years, with the help of the city. I have really enjoyed the improvements to the Ocean corridor, and additions to community housing and public plaza.

However, I am concerned that if this theater is not preserved, we will lose much of the character of this neighborhood. As we develop more and more modern new, clean buildings, we end up looking like a foggy version of Walnut Creek. We have a lot of history here, and I think that this building should be preserved and returned to its former glory, rather than turned in to another characterless, faceless building.

Not only is the architecture iconic, it was also the birthplace of another Bay Area Icon, the Gap. While I can't attend the meeting next week, please register my support for granting the Landmark designation.

Thank you,

Kathryn Olson





**West of Twin Peaks Central Council**

*A Resource for Neighborhood Organizations West of Twin Peaks in San Francisco since 1936*

PO Box 27112  
San Francisco, CA 94127

<http://www.westoftwinpeaks.org/>

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## **STATEMENT IN SUPPORT OF EL REY THEATER PRESERVATION**

The West of Twin Peaks Central Council strongly supports landmark status for the El Rey Theater on Ocean Avenue. The site and structures should be preserved, so that they can serve as a community resource providing entertainment and educational opportunity to the surrounding neighborhoods and to all San Franciscans.

At its February 22, 2016 meeting, the West of Twin Peaks Central Council delegates voted overwhelmingly to support preservation of this unique neighborhood landmark. The Council believes that it is important that more than the exterior of the building be preserved. The building, with its unique exterior and interior architecture, should be preserved as a public resource and utilized as originally designed to be an entertainment venue - enjoyed by all and open to all.

The Council also supports the concept of the site being used as a Performing Arts Center, as has been promised to the community by City College of San Francisco since 2000. A Performing Arts Center at the El Rey can be utilized by San Francisco State University and/or City College, providing educational opportunities to the students of those institutions. At the same time, the theater can provide entertainment in the form of theater, musical events and movies to the surrounding community.

Since 1931, the El Rey Theater, designed by famed San Francisco architect Timothy Pflueger, has stood as an architectural icon. The El Rey's tower has served as a welcome and familiar landmark amidst our neighborhoods. While a physical landmark, it could not be designated with official landmark status since the time it was purchased by a religious institution in 1977. Now, preservation of the El Rey Theater as a theater and community resource is an opportunity that, if not secured, will be lost to the community forever.

The West of Twin Peaks Central Council therefore supports the City and County of San Francisco, San Francisco State University, City College of San Francisco, and all interested persons and organizations to work together to preserve the jewel that is the El Rey Theater.